

Engagement

The leadership team regularly engages new churches while also maintaining and deepening relationships with existing church partners.

Representation

We believe that a healthy local coalition appeals to the majority and diversity of churches in the community. To achieve broad representation, engagement leaders may focus on a particular geographic area and/or association of churches (ethnic, denominational, etc.).

Messaging

The leadership team provides clear and consistent messaging in various media to equip engagement leaders and communicate directly to the church leaders and the broader community.

Relationships

We have found that the most effective means of engagement is developing relationships with church leaders and amongst church leaders who become advocates to their colleagues and personal networks.

Multiple Strategies

A successful engagement strategy will likely include multiple engagement opportunities, such as coalition gatherings, workgroup collaborations, and volunteer-friendly projects.

Consistency and Tracking

Successful engagement requires consistency and perseverance. We recommend setting engagement goals and maintaining a database of current and potential contacts to track progress.